

LISTING OF THE CLAIMS

The following is a complete listing of all the claims in the application, with an indication of the status of each:

1 1-2. Canceled

1 3. (Currently amended) A method of supporting customizable solution bundles for  
2 e-commerce applications which enable the marketing of products and services by  
3 presenting to customers products and services in solution bundles as entitled groups  
4 comprising the steps of:  
5 mapping customizable solution bundles into a virtual entitled group;  
6 processing the virtual entitled group, ~~without distinction~~ with other entitled  
7 groups; by back end fulfillment systems and ancillary e-commerce services; and  
8 recognizing a unique distinguished identifier, for each marketable item in a virtual  
9 entitled group that allows the front-end, back-end fulfillment and ancillary service  
10 components to associate an item with an incentive price of the item, and  
11 wherein a customizable solution bundle is mapped into a subset catalog of the  
12 master catalog containing preselected marketable elements.

1 4. (Currently amended) A method of supporting customizable solution bundles for  
2 e-commerce applications comprising the steps of:  
3 providing a bundle definition process, where a solution bundle is created and  
4 loaded into the various components that support an e-commerce application, including the  
5 front-end and back-end application fulfillment systems;  
6 mapping customizable solution bundles into a virtual entitled group and  
7 processing the virtual entitled group, ~~without distinction~~ with other entitled groups; by  
8 back-end fulfillment systems and ancillary e-commerce services;

9 providing a user interface as a component of the e-commerce front-end  
10 application, which presents a solution bundle configuration to the user and manages an  
11 order selection based on established bundle rules;  
12 providing an order process, whereby the e-commerce application passes the  
13 solution bundle order to the back-end application fulfillment systems for completion; and  
14 recognizing a unique distinguished identifier, for each marketable item in an order  
15 that allows the front-end, back-end fulfillment and ancillary service components to  
16 associate an item to a given bundle, thereby resolving characteristics, including an  
17 incentive price of the item, and  
18 wherein a customizable solution bundle is mapped into a subset catalog of the  
19 master catalog containing preselected marketable elements that represents a potential set  
20 of products that a marketing organization determines is suitable for a class of customer  
21 based on experience gained by marketing teams for that industry.

1 5. Canceled

1 6. (Previously presented) The method of supporting customizable a solution bundles for  
2 e-commerce applications recited in claim 4, further comprising the step of recommending  
3 products and guiding the customer through a solution, whereby the customer is allowed to  
4 select marketable items from the subset catalog in which to customize his or her solution.

1 7. (Previously presented) The method of supporting customizable solution bundles for  
2 e-commerce applications recited in claim 6, wherein solution bundles are tailored to  
3 specific industries or classifications of customers, whereby many solution bundles may be  
4 defined by a given vendor.

1 8. (Previously presented) The method of supporting customizable solution bundles for  
2 e-commerce applications recited in claim 7, wherein the solution bundle is dedicated to a

3 specific industry or class of customer.

1 9. (Previously presented) The method of supporting customizable solution bundles for  
2 e-commerce applications recited in claim 8, wherein a solution bundle which, when  
3 selected by the customer, results in a pricing discount.

1 10. (Previously presented) The method of supporting customizable solution bundles for  
2 e-commerce applications recited in claim 9, wherein a variety of differing pricing  
3 discounts are applied against individual marketable elements or on the entire solution  
4 bundle as a whole, depending on rules applied, the application of a pricing discount being  
5 dependent on a selection the customer chooses at the time the customer is customizing his  
6 or her solution.